

## CLAIMS

1. A method for ordering a service provided over a communications network, the method comprising:
  - selecting a first service to be provided by a first system to a second system,
  - 5 the service associated with a first code;
  - automatically generating a message comprising the first code, in response to said selection; and
  - forwarding the message to the first system from the second system,
  - wherein a third system in communication with at least the second system
  - 10 causes the second system to generate the message.
2. The method of claim 1 further comprising providing the first service from the first system to the second system.
- 15 3. The method of claim 1, wherein the first system is a communication service provider.
4. The method of claim 1, wherein the second system is a wireless mobile communication device.
- 20 5. The method of claim 1, wherein the first service is downloadable software code for enhancing functionality of the second system.
6. The method of claim 1, wherein the first code identifies the first
- 25 service to be provided from the first system to the second system.
7. The method of claim 1, wherein the message further comprises user identifying information that provides the first system with information needed for billing a user.

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8. The method of claim 1, wherein the message is automatically generated by way of short message service (SMS) in accordance with instructions from the third system.

5 9. The method of claim 1, wherein the message further comprises a command to provide the first service.

10. The method of claim 1, wherein the third system is a public kiosk providing one or more services.

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11. The method of claim 1, wherein the third system is a third party portal providing one or more services.

12. The method of claim 1, wherein the first system comprises a billing  
15 system.

13. The method of claim 1, wherein the first system comprises a database comprising user account information.

20 14. The method of claim 1, wherein the second system comprises application software in communication with server software executed on the third system, wherein the application software in response to communication from the server software generates the message forwarded to the first system.

25 15. An electronic system for ordering a service provided over a communications network, the system comprising:  
means for selecting a first service from a plurality of services provided by a service provider, the first service associated with a first code; and  
means for automatically generating a message comprising the first code,  
30 wherein the message is forwarded to the service provider.

16. The system of claim 15, wherein the service is provided to a mobile communication device connected to the service provider via a wireless communications network.

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17. The system of claim 16, wherein the message comprises text.

18. The system of claim 16, wherein the first code identifies a feature to be downloaded from the service provider to the mobile communication device.

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19. The system of claim 16, wherein a third device acts as an interface between the mobile communication device and the service provider.

20. A computer readable medium comprising logic code, wherein  
15 execution of the logic code by a processor causes a mobile device to:  
    establish a connection with a service provider;  
    select a first service from a plurality of services provided by the service  
    provider, the first service being associated with a first code;  
    construct a text message comprising the first code, in response to said  
20 selection; and  
    forward the text message to the service provider,  
    wherein the service provider uses the first code for providing the first  
service to the mobile device.